

Understanding Integrated Marketing Communication: Theory and Application

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Abstract: *Integrated marketing communication (IMC) emerged as a concept in the late twentieth century and its significance has been mounting ever since. Nowadays, companies are necessitated by the intensity of competition to use integrated marketing communication components in order to be effective. The primary purpose of this study is to understand the modern dynamics of integrated marketing communication and craft a marketing communication strategy for a small-sized beverage producing company Sokd.o.o. in Bosnia and Herzegovina. The study focuses on defining what kind of communication activities the company in the case requires in order to nurture its interaction with customers and increase brand awareness. The application will be based on Schultz and Kitchen Model of integrated marketing communication. The first part of research is primarily based on a qualitative study of relevant marketing literature that delineates a comparison amid traditional and modern marketing techniques. Subsequently, analyses of the company in case, product, segment and marketing environment were carried out in order to augment the understanding of marketing communication activities that could be used for Sokd.o.o. Customer feedback is also gathered in order to illustrate the basic needs and requirements of consumers. The second part of the research focuses on developing an integrated marketing communication plan based on literature review, consumer feedback, interview with company personnel, and promotional objectives. The findings of this study will help Sokd.o.o. to scrutinize current consumer needs, potential consumer expectations, and present product position. This research will also provide Sokd.o.o. with highly valuable tips and techniques to put into practice integrated marketing communication campaign. On the whole, this research will open doors for future research in the segment of integrated marketing communications in Bosnia and Herzegovina with respect to small-sized firms.*

Keywords: *Integrated marketing communication, segment analysis, customer feedback, consumer needs.*